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Vaughan's Seed Co.

85 WHITE STREET
NEW YORK 13, N.Y.

Master Blend®

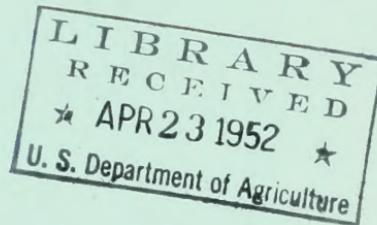


BE MODERN!

Sell Modern Lawn Seed Mixtures

April 10, 1958

BULK RATE
U. S. POSTAGE
PAID
NEW YORK, N.Y.
PERMIT No. 15248



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SEED MARKET QUOTATIONS

Recleaned Bird Seeds and Grain

See Pages 2 and 3 For Grasses, Clovers, Field Seeds and Lawn Mixtures

Per
100 lbs.

SUNFLOWER

Sunflower, Small Black	12.50
Sunflower, Poultry (Grey Striped)	17.50
Sunflower, Parrot (Grey Striped)	19.50
Sunflower, Large (Grey Striped)	21.50

Sunflower is in short supply

BIRD SEED

Canary Seed (recleaned)	9.50
Rape, Large Black	11.00
Millet, Large Yellow	5.75
Millet, Small Yellow Finch	7.00
Millet, Large Red	6.00
Millet, White	5.65
Thistle	15.00

Per
100 lbs.

MIXED BIRD SEED

Mixed Canary Seed, containing:	
Canary, Black Rape and Millet	11.00
Canary and Black Rape Mixed	11.50
Love Bird Seed (for Parakeets)	10.00

Per
100 lbs.

MISCELLANEOUS GRAINS

Seed Buckwheat	7.00
Rice, Broken	11.50
Hulled Oats	7.00
Flax, Whole	12.00
Seed Rye	5.50

OTHER BIRD FOOD INGREDIENTS

Hemp, extra recleaned (sterilized)	18.50
Peas, Field	7.00
Milo Maize	4.50
Peanut Hearts	12.50

DURYEA'S WILD BIRD SEED

Contains All Bird Seeds - No Fillers or Screenings	
A—Packed in 100 lb. bags	7.50
B—Packed in 100 lb. bags	8.00
(B includes 20 empty 5 lb. printed paper bags)	

When ordering Wild Bird Seed be sure to specify whether you desire A or B method of packing.

All orders are accepted with the understanding that price in effect at time of shipment will apply. All sales in accordance with our warranty clause. Prices are to recognized dealers only.

Vaughan's Seed Company

ESTABLISHED 1876

Wholesale Grass Division, 18 Desbrosses St., New York 13, N. Y., Tel. WALKer 5-4555 or BArclay 7-4900 Ext. 2

Main Office, 85 White Street (near Lafayette St.)

• Phone BArclay 7-4900

• New York 13, N. Y.

VAUGHAN'S SEED COMPANY

WHOLESALE GRASS SEED DIVISION

18 DESBROSSES STREET, NEW YORK 13, N. Y.

April 10, 1958

PHONE
WALKER 5-4555
BARCLAY 7-4900 Ext. 2

We quote today's values, subject to market changes, f.o.b. warehouse New York, for prompt shipment. Terms: NET CASH, no discount, subject to arrival draft. BAGS ARE NOT RETURNABLE • Cost of all cotton and burlap bags included in the price, basis gross for net weight.

Note to former DURYEA SEED CO. Customers—We are combining our Wholesale Price List to simplify matters. This list will take place of the former Blue Card List. It will give you same Low Wholesale Prices.
See pages 1 and 3 for additional grass and bird seeds.

RED CLOVER

	Per 100 lbs.
Medium, purity 99%	38.00
Kenland	40.00
Pennscott	42.00

ALSIKE CLOVER

	Per 100 lbs.
Extra Fancy, purity 99%	30.00

ALFALFA

	Per 100 lbs.
Northern, purity 99%	37.00
Grimm, purity 99%	40.00
Buffalo Alfalfa (certified)	39.00
Ranger Alfalfa (certified)	36.00
Atlantic Alfalfa (certified)	37.00
Du Puitts (certified)	47.00
Vernal (certified)	53.00
Narragansett (certified)	70.00

WHITE CLOVER

	Per 100 lbs.
Purity 98.50%	47.00
Packed in 1 lb. carton \$8.40 per dozen.	
Packed in 1/2 lb. bags, \$5.00 per dozen.	
Ladino White Clover (certified)	47.00
New Zealand Cert. White Clover	70.00
Kent Wild White Clover	80.00

OTHER CLOVERS

	Per 100 lbs.
Sweet Clover	16.00
Birdfoot Trefoil	83.00

Inoculation for Clovers and Alfalfa
35c Bus. Size

TIMOTHY

	Per 100 lbs.
Fancy, purity 99.65%	16.00

TIMOTHY & ALSIKE (mixed)

	Per 100 lbs.
Containing 20% Alsike	20.00

REDTOP

	Per 100 lbs.
Solid Seed purity 92%	33.00
Solid Seed, purity 95%	35.00
Solid Seed, purity 98%	38.00
Unhulled, purity 50%	18.00

BLUE GRASS

	Per 100 lbs.
Kentucky, fancy, purity 85%	50.00
Kentucky, extra fancy, purity 90%	55.00
Kentucky, superfine, purity 98%	65.00
Canada Blue, fancy	60.00
Merion Kentucky Blue	130.00
Delta Kentucky Blue	95.00

Somewhat higher prices charged if less than full bags are ordered.

"The Vaughan's Seed Co. warrants to the extent of the purchase price that seeds sold are as described on the container, within recognized tolerances. Seller gives no other or further warranty, express or implied."

ROUGH BLUE GRASS

	Per 100 lbs.
Poa Trivialis	32.00

RYE GRASSES

	Per 100 lbs.
Domestic Ryegrass	9.50
Italian Ryegrass (Domestic)	9.50
Perennial or English Rye Grass in bulk	10.50
in 5 lb. bags	14.50

BENT GRASSES

	Per 100 lbs.
Astoria Colonial Bent	55.00
Colonial Bent Blue Tag	60.00
Seaside Bent	110.00
Highland Bent	32.00
Mixed Bent (South German)	125.00
Penncross Creeping Bent	\$35.00
10 lbs.	

RED AND TALL FESCUES

	Per 100 lbs.
Chewing Fescue (Domestic)	45.00
Creeping Red Fescue (Domestic)	46.00
Creeping Red Fescue (Imported)	40.00
Illahee Creeping Red Fescue	55.00
Penn Lawn Fescue	56.00
F 74 Creeping Red	55.00
Penn State Chewing Fescue	48.00
Alta Tall Fescue	17.00
Kentucky 31 Tall Fescue	18.00
Hard Fescue Blue Tag	65.00

HAY GRASSES

	Per 100 lbs.
Meadow Fescue	20.00
Orchard Grass	25.00
Brome Grass (Lincoln)	24.00

MISCELLANEOUS

	Per 100 lbs.
Dwarf Essex Rape	13.50
Hairy or Winter Vetch	19.00
Canada Field Peas for Seeding	9.00
Sudan Grass (Piper)	10.00
Black Wilson Soy Beans	7.50
Bermuda Grass	on request
U-3 Bermuda	1 lb. cans
	3.75

MILLETS

	Per 100 lbs.
Golden	10.00
Japanese	8.00
Hungarian	12.00

MISCELLANEOUS GRAINS

	Per 100 lbs.
Seed Buckwheat	7.00
Rice, Broken	11.50
Hulled Oats	7.00
Flax, Whole	12.00
Seed Rye	5.50

LAWN MIXTURES

	Per 100 lbs.
Quick Result Mixture	
Composed of Quick Growing Grasses	
in bulk	14.00
in 5 lb. bags	18.00
*Columbia Park	
in bulk	20.00
*Gramercy Park	
in bulk	25.00
*Duryea's Central Park Choice	
in bulk	45.00
*Old Homestead	
in bulk	47.50
*Duryea's Evergreen	
in bulk	52.50
*Duryea's Superior	
in bulk	57.50
*Shady Spot	
fancy, in bulk	40.00
Athletic Mixture	
	52.00

*Indicates brands put up in 1, 2 and 5 lb. bags at extra cost of:
10.00 per 100 lbs. for 1 lb. bags
7.00 per 100 lbs. for 2 lb. bags
5.00 per 100 lbs. for 5 lb. bags

See page 3 for Original Vaughan Mixtures.

GRASS MIXTURES

For Hay and Pasture	32.00
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INOCULATION

LEGUME-AID (Powder Form)	
1 bu. size Alfalfa and All Clovers and Trefoil	.35 each
2 1/2 bush.	.70 each
100 lb. size Peas and Vetch	.35 each
2 bu. size Soy Beans	.26 each
Pkt. Birdsfoot Trefoil	.20 each

ASK FOR PRICES ON:
LONG ISLAND MIXTURE
MEETS BASIC RECOMMENDATIONS
of the L. I. AGRICULTURAL INSTITUTE
Packed in 5 lb. cotton bags and
100 lb. burlap bags
NEW JERSEY STANDARD MIXTURES
100 lb. burlap bags
Special Mixtures

Three Newest Grasses Developed by Research Now in VAUGHAN'S Master Blend® of Merion Formula

NOW, A MERION LAWN IS NOT ONLY BEST BUT COSTS LESS THAN SECOND BEST

An important change has come in the lawn seed market. A Merion lawn, to which researchers give top rating for beauty, vigor and wear resistance, is now available at less cost for the same area than the finest Kentucky Blue Grass mixtures. One pound of Vaughan's Merion Formula, retailing for \$1.89, will seed an area of 750 to 1,000 sq. ft. It would take 2 to 3 lbs. of a high grade Kentucky Blue Grass mixture at a higher total cost to sow an equal area.

Merion Grows Sports Turf for Champions.

Turf experts in charge of famous playing fields have learned this by experience. Chicago Cubs' park, the New York Yankees' stadium, Briggs' Stadium in Detroit and athletic fields at Purdue, Notre Dame, Michigan State and West Point are covered with its beautiful, enduring green carpet.

VAUGHAN'S STRAIGHT MERION KY. BLUE GRASS

Packed in attractive 1, 3 and 5 lb. sizes or bulk

1 lb. cartons	(Retails \$ 2.15).....	\$ 35.00 per case of 25
3 lb. cartons	(Retails \$ 6.40).....	\$ 63.76 per case of 16
5 lb. cartons or bags	(Retails \$ 10.50).....	\$ 67.50 per bale of 10
10 lbs. \$13.30 25 lbs. \$33.00 100 lbs. \$130.00		

ONE POUND WILL SOW 500 TO 750 SQ. FT.

OTHER Vaughan's MIXTURES FOR SPRING 1958

Price on mixtures F.O.B. New York City, but prepaid on 300 lb. lots or over.

VAUGHAN'S PARKS FORMULA

NOW CONTAINS DELTA BLUE GRASS THE NEW
BLUE GRASS DEVELOPED FOR SEEDLING VIGOR

1 lb. cartons	(Retails \$ 1.30).....	\$ 19.25 per case of 25
3 lb. cartons	(Retails \$ 3.85).....	\$ 36.00 per case of 16
5 lb. bags	(Retails \$ 6.35).....	\$ 36.50 per bale of 10
	Per 100 lbs.	
10 and 15 lb. bags	\$72.00 100 lb. lots	\$69.00
50 and 25 lb. bags	\$71.00 500 lb. lots	\$68.00

On Larger Lots Ask For Prices

VAUGHAN'S COLUMBIAN (GENERAL PURPOSE FORMULA)

Especially adapted for medium shade and sandy soils.

1 lb. cartons	(Retails \$ 1.20).....	\$ 17.75 per case of 25
3 lb. cartons	(Retails \$ 3.55).....	\$ 33.12 per case of 16
5 lb. bags	(Retails \$ 5.85).....	\$ 33.50 per bale of 10
	Per 100 lbs.	
10 and 15 lb. bags	\$66.00 100 lb. lots	\$63.00
50 and 25 lb. bags	\$65.00 500 lb. lots	\$62.00

On Larger Lots Ask For Prices

VAUGHAN'S DENSE SHADE FORMULA

Composed of grasses most suited for growing in heavily shaded situations. Is also satisfactory in moderate shade.

1 lb. cartons	(Retails \$ 1.20).....	\$ 17.75 per case of 25
3 lb. cartons	(Retails \$ 3.55).....	\$ 33.12 per case of 16
5 lb. bags	(Retails \$ 5.85).....	\$ 33.50 per bale of 10
	Per 100 lbs.	
10 and 15 lb. bags	\$66.00 100 lb. lots	\$63.00
50 and 25 lb. bags	\$65.00 500 lb. lots	\$62.00

On Larger Lots Ask For Prices

BE MODERN! Sell Modern Lawn Seed Mixtures Vaughan's Seed Company

ESTABLISHED 1876

Wholesale Grass Division, 18 Desbrosses St., New York 13, N. Y., Tel. WALKER 5-4555 or BARCLAY 7-4900 Ext. 2

Main Office, 85 White Street (near Lafayette St.)

APRIL 10, 1958

ADVANTAGES OF A MIXTURE.

Wherever lawns are grown, grass seed mixtures have long been considered more certain than any single variety to produce a good lawn. This is because in any lawn area soil texture, drainage, shade and other factors are rarely uniform. The exact variations cannot be told in advance of sowing, so the practice arose of mixing several grasses, adapted to different conditions, to make sure that at least one of the group would thrive over every inch of the soil surface.

Delta Kentucky Blue Grass, developed by turf researchers in Canada, where seedling vigor and quick early growth are important because of their climate, provides a quick cover for the slower starting Merion.

Pennlawn Creeping Red Fescue, a hybrid developed at the Pennsylvania State University, thrives in sandy soil and shady places, where Merion might grow thinly. Thus a thick green carpet is assured over the entire lawn area, and experience has shown that the beautiful Merion color dominates the lawn.

VAUGHAN'S MASTER BLEND® OF MERION FORMULA

A great improvement has been made in this Merion mixture. Besides a million seeds of Merion Kentucky Blue Grass, it now contains two other new grasses—developed by scientific research —Delta Kentucky Blue Grass and Pennlawn Creeping Red Fescue.

Packed in Attractive Colored 1 lb., 3 lb. and 5 lb. Sizes

1 lb. cartons	(Retails \$ 1.89).....	\$ 28.75 per case of 25
3 lb. cartons	(Retails \$ 5.60).....	\$ 53.76 per case of 16
5 lb. cartons or bags	(Retails \$ 9.15).....	\$ 55.00 per bale of 10
10 lbs. \$10.80 25 lbs. \$26.75 100 lbs. \$105.00		

Display Signs Available to Help Sell Merion Blue Grass

VAUGHAN'S PRIVATE ESTATE

Now Contains Merion Ky. Bluegrass — It Stays Green

This is a top quality lawn seed mixture of permanent fine bladed grasses.

Retail Prices	Dealer Price
1 lb. \$ 1.55	\$22.50 per case of 25
3 lbs. 4.60	44.00 per case of 16
5 lbs. 7.50	43.00 per bale of 10
10 lbs. 14.50	lots of 5 or more \$ 8.40 each
25 lbs. 35.50	lots of 2 or more 20.50 each
100 lbs. 138.00	\$78.00 per 100 lbs.

VAUGHAN'S "NEW IMPROVED" LONG ISLAND FORMULA

This contains the basic grasses originally recommended by the Long Island Agricultural and Technical Institute at Farmingdale. Consists of Chewings and Creeping Red Fescue, Kentucky Blue and Highland Bent. All of higher qualities than standards.

Retail Prices	Dealer Price
1 lb. \$ 1.25	\$17.75 per case of 25
5 lbs. 6.00	33.50 per bale of 10
25 lbs. 28.75	lots of 2 or more \$15.50 each
	\$57.50 per 100 lbs.

VAUGHAN'S EXCEL LAWN MIXTURE A GOOD MIXTURE FOR QUICK RESULTS

1 lb. cartons	(Retails \$.80).....	\$ 12.00 per case of 25
3 lb. cartons	(Retails \$ 2.35).....	\$ 22.08 per case of 16
5 lb. bags	(Retails \$ 3.85).....	\$ 22.00 per bale of 10
25 lb. bags—\$42 per lb. 100 lbs.—\$40.00 500 lbs.—\$195.00		

SPECIAL MIXTURES

If interested in lower priced formulas other than we list — or your own formulas — let us know and we will be glad to quote.

Vaughan's "SODAR"® CRAB GRASS KILLER



**Best Crab Grass Killer Also
Most Economical
Vaughan's Liquid SODAR®
for Quick Kill**

This high-power version of SODAR®, the crab grass killer, comes in liquid form and should be applied with a sprayer. You can see the crab grass plants lose color as it hits them, and complete destruction takes place in a matter of hours, not days.

A selective crab grass killer, containing the New AMA (Amine Methyl Arsonate). Very fast acting, effective all season long with no injury to fine turf. 1 quart treats 2,000 sq. ft.

Size	Packed	Dealers Cost	Retail
1 pt.	12	\$16.92	\$2.35
1 qt.	12	28.44	3.95

The newest chemical in selective Weed Killers. A patented chemical known as Di Sodium Monomethyl Arsonate. Patent #2678265 "Sodar".® Green superintendents were amazed by the effective way in which this chemical, being new to the weed killing group, removed Crab Grass and Chick Weed from their grass areas without the slightest injury to the Turf Grasses. Not only did it do a better job than those previously used, but it was far more economical and easier to apply. Due to its remarkable selectivity it will not injure Bent Grass, Merion Blue, Kentucky Blue, Fescue, etc. Vaughan's was the first to introduce SODAR® Nationally and still leads the field in tests and experiments. Vaughan's SODAR® Crab Grass Killer is the best Crab Grass and Chickweed Killer known to date. Don't accept substitutes, get the original.

SIZE	RETAIL PRICE	QUANTITY PER CASE	YOUR COST PER CASE
4-oz. treats 1,000 sq. ft.	\$ 1.25	12	\$ 9.00
1-lb. treats 4,000 sq. ft.	3.50	12	25.20
5-lb. treats 20,000 sq. ft.	14.75	2	17.70

Note the full 40% mark up on all sizes.
Also available in 25, 50 and 100 lb. size drums.

VAUGHAN'S FORMULA Z TURF FUNGICIDE

TURF FUNGICIDE. This is a Broad Spectrum Lawn Turf Fungicide, which is recommended for controlling lawn diseases, such as brown patch, dollar spot, leaf blights, curvularia, etc. Contains Urea which stimulates new growth. 8 oz. treats 2,000 to 4,000 sq. ft.

Cat. No.	Size	Packed	Wt.	Dealers Cost	Retail
S304	8 oz.	12	12 lbs.	\$25.20	\$ 3.50



**Now, Kill Both Lawn Weeds
and Crab Grass too with *KO.
Apply it with your spreader
or by hand.**

It's New!

Vaughan's KO*

KNOCKS OUT
Crab Grass and Weeds

*KO Combines Sodar® and 2, 4D READY TO SPREAD

Here's Vaughan's SODAR®, deadliest enemy of crab grass, and 2,4D, fatal to other lawn weeds, now combined in one dry formulation for easy application. 9 lbs. treats 2,500 sq. ft., 18 lbs. treats 5,000 sq. ft.

*Registration Apd. U. S. Pat. Off.

Cat. No.	Packed	Wt.	Dealer Cost	Retail ea.
S-378	1	9 lb.	\$2.64	\$3.95
S-378	4	36 lb.	9.48	3.95
S-378	1	18 lb.	4.64	6.95
S-378	2	36 lb.	8.34	6.95

Prepaid in lots of \$75.00 or more.

***KO...**
**GUARANTEED
CONTROL FOR**

Crab Grass	Hen Bit
Chickweed	Moneywort
Black Medic	Pigweed
Burdock	Plantain
Dandelion	Purslane
Fleabane	Ragweed
Goosegrass	Yarrow

and many others

